



## **Strategic Plan Prioritization FY2008-09**

### **Energize Arts Environment**

*Create a state-wide ubiquitous arts environment, and an infrastructure for sustainable presence of the arts in communities.*

During the First Two Years:

- 1) Articulate a common, state-wide vision for arts education (primary area of emphasis)
  - a) Create a state-wide network of educators, arts organizations and arts education leaders and enthusiasts for the purpose of articulating long-term goals for advancing arts education in public policy, legislation and programmatically.
  - b) Engage in primary research to profile "the state of arts education in Indiana" for advocacy and planning purposes
  - c) Convene discussions with specific educators and program administrators to effectively define: quality arts education, qualified art educators, who benefits and why, standardized curriculum, etc.
  - d) Gather nationwide statistics and information on model programs/states as a means to benchmark local research.
  - e) Organize a one day, statewide summit assembling key partners, programs, educators, administrators, and stakeholders providing guest speakers and roundtable discussions aimed at continuing the arts education conversation.
  - f) Compile data presentations to take before the legislature & Superintendents.
  - g) Investigate PSA's and other advocacy platforms
  - h) Actively utilize the IAC's regional arts partners structure to advance arts education
- 2) Forge arts partnerships with social service providers on a statewide and local level in partnership with regional providers. Active partnerships will be pursued in the areas of mental health; early, adult and special education; family services, and recreation.

## Indiana Arts Commission Strategic Plan Prioritization FY2008–09

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### **Recognize Public Value**

*Articulate persuasively the public value of the arts, and evoke public awareness and ownership of this value.*

During the First Two Years:

- 1) Assess and launch a campaign targeting, primarily, arts patrons, corporations and foundations which leverages private support for the arts with public support. (primary area of emphasis)
  - a) Grow, significantly, the cultural trust, with corresponding articulated long term benefits for the arts in the State of Indiana
  - b) Using the trust and corresponding granting process, leverage private support both centrally, and in each region with regional partners and community foundations as key partners
  - c) Plan and begin a fundraising plan with regional partners which significantly advances the base of support for arts organizations throughout the state and central IAC initiatives in the areas of:
    - (1) Operations
    - (2) Education
    - (3) Relevant and diverse programming
    - (4) Publicly accessible art
    - (5) Arts facility development and upkeep
  - d) Design a fundraising plan which is sensitive to geographic, size, and community and organizational differences throughout the State of Indiana
  - e) Articulate the IAC's role as the steward of the public trust for the arts and champion of quality and accountability for all arts organizations in the State of Indiana
- 2) Grow public support for the arts
  - a) Build state legislative relationships and articulate legislation and funding which resonates with priorities in education, economic development, public art, tourism, and social services
- 3) Develop an art trustee education program which
  - a) Focuses on endowment building, annual fundraising, and board/staff relationships and responsibilities
  - b) Identifies and develops a new generation of trustee leadership with an emphasis on diversity.

### **Vitalize Community Quality**

*Engage in community and economic development demonstrating the role of the arts in creating places of choice.*

During the First Two Years:

- 1) Establish an active cultural tourism partnership on the local and state level.  
(primary area of emphasis)
  - a) Establish an artisan trails and sales program in the major cultural tourism areas of the State
  - b) Support individual artists with enhanced marketing and entrepreneurial training opportunities
  - c) Promote and establish appropriate signage for cultural assets, districts, and trails
  - d) Advocate for legislation supporting public art and cultural districts
  - e) Establish joint efforts with other key State agencies and appropriate organizations including Tourism, Office of Community and Rural Affairs, Agriculture and Traditional Arts Indiana
  - f) Actively utilize the IAC's regional arts partners structure to advance cultural tourism
- 2) Empower regional partners for advocacy/engagement with regional economic development and local government.
  - a) Research and provide accurate, valid statistical information on arts organizations and specific, local economic impact
  - b) Convene state partners in tourism and economic development to advance the arts position in community and state planning in these areas